

# The Quick Print Shop

## Approach to E-Commerce

Royal P. Farros  
Chairman & CEO

iPrint.com



# Interesting Quotes that Apply to Commercial Printing and the Internet ■

“I’ve been trying for some time to  
develop a lifestyle that doesn’t  
require my presence.” ■

*Doonesbury Cartoonist, Gary Trudeau* ■



# Interesting Quotes that Apply to Commercial Printing and the Internet

“If someone had told me that I  
would be Pope one day, I  
would have studied harder.”

*Pope John Paul I*



# Interesting Quotes that Apply to Commercial Printing and the Internet ■

“There are a billion people in China.  
That means even if you’re a one-in-a-  
million type of guy, there are still  
1,000 guys exactly like you.” ■

*Author A. Whitney Brown* ■



# iPrint.com

## The “Quick Print Shop” Approach

*iPrint.com results:*

- ~1% reprint-due-to-error rate
- 10% “Thank You” notes
- Top “BizRate” performer





## The Internet Print Shop

### welcome:

[First Time Visitors](#)

[Information \(FAQ\)](#)

[Price List](#)

[Samples](#)

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### orders & saved work:

[Check Order Status](#)

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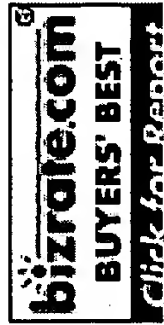
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## Business Products & Stationery



[Business Cards](#)



[Stamps](#)



[Post-it® Notes](#)

[Labels](#)

[Business Forms](#)

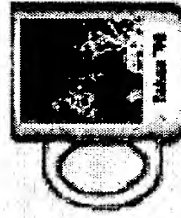
[Announcements](#)

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## Gift Center



[Photo Cards](#)



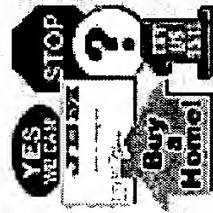
[Mugs](#)



[Mouse Pads](#)

[Tote Bags](#)  
[Sweatshirts](#)  
[Photo Puzzles](#)  
[And More...](#)

## Promotional Products



[Magnets](#)



[Golf Balls](#)





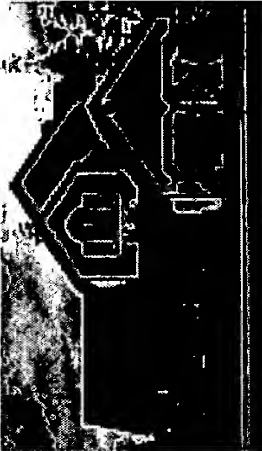
[Polo Shirts](#)


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## CLICK A BUSINESS CARD TYPE

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 <b>CHRIS JONES</b> Vice President  23 Vintage Road Suite 234 Beaumont, CA 94111 Telephone: 714.555.1234 Fax: 714.555.1235 E-Mail: C.Jones@CJC.com	 <b>CHRIS JONES</b> Broker Bus. 714-555-1234 Res. 714-555-1235   <b>Berry Point</b> 4 Bedrooms • 3 Baths • 3,600 sq. ft. • Great Location Swimming Pool • Fireplace • 3 Car Garage • Enclosed Patio
1-2 Color Cards	Full Color Cards
<a href="#">1-2 Color Business Cards</a>	<a href="#">Full Color Business Cards</a>

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## CLICK A BUSINESS CARD CATEGORY

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100



<b>Your Company Here</b> Your Message Here	<b>Your Name Here</b> Your Title Here
<div>Graphic Here</div>	
<hr/>	
Address	
City/State/Zip	
Telephone: (000) 555-1234	
Fax: (000) 555-4321	
Email: name@xyz.com	

<p><b>Your Name Here</b> <b>Your Title Here</b></p>	<p><b>Your Company Here</b> <b>Your Message Here</b></p>
<hr/> <hr/>	
<p><b>Address</b> <b>City/State/Zip</b> <b>Telephone: (000) 555-1234</b> <b>Fax: (000) 555-4321</b> <b>Email: name@xyz.com</b></p>	<div><p><b>Graphic Here</b></p></div>

**Your Company Here**  
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# IPRINT.com PICK A LAYOUT

Go To 

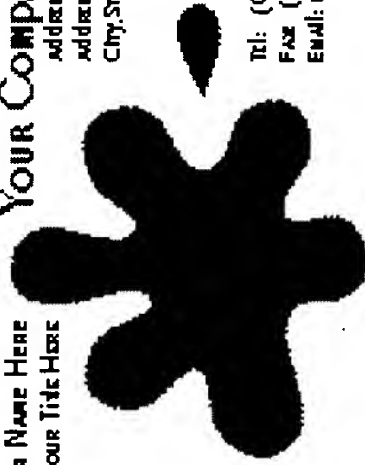
Go Back

Click a starting design. (You can further customize the design in a moment).

Note: These designs may have additional color and registration charges.

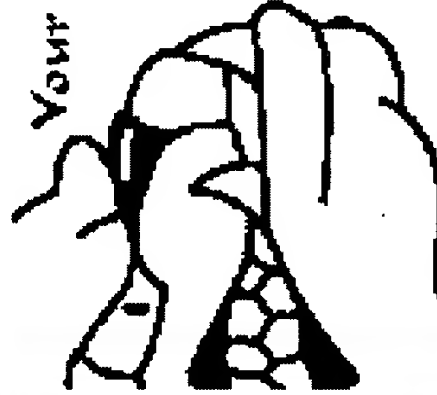
Your Name Here  
Your Title Here

YOUR COMPANY HERE  
Address  
Address 2  
City, State, Zip



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Your Company Here



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ADDRESS  
ADDRESS 2  
CITY, STATE, ZIP  
TEL: (000) 555-1234  
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Address - Address 2  
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Go To Shopping Cart

Changes:

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Fonts

Size

Move

Nudge

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Use TAB to move between fields.

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Address:	Silicon Valley
Address2:	123 Main Street
City/State/Zip:	Palo Alto, CA 94035
Ph/Fx/EMail:	Tel: 650.555.1212
Ph/Fx/EMail2:	Fax: 650.555.1214
Ph/Fx/EMail3:	Cell: 650.555.1216



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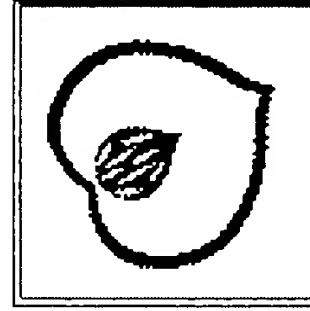
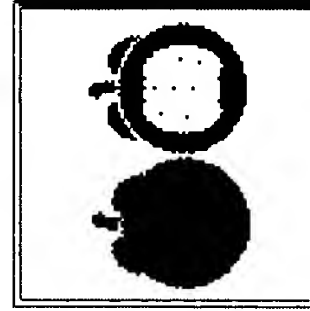
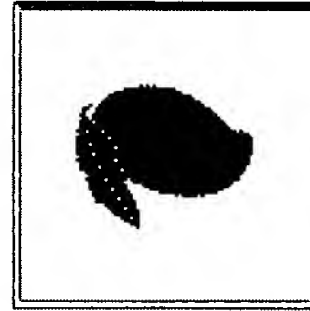
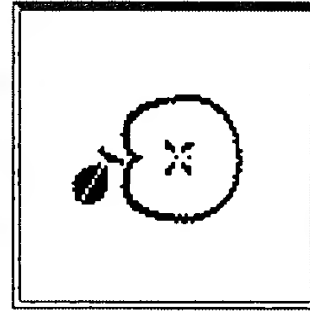
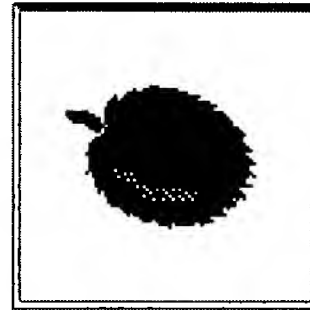
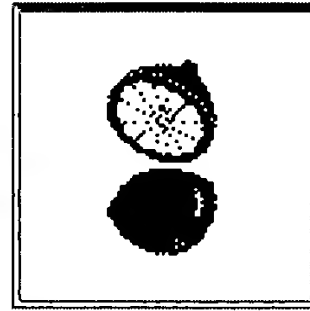
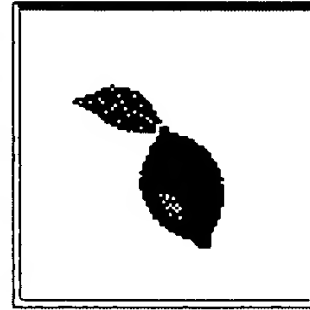
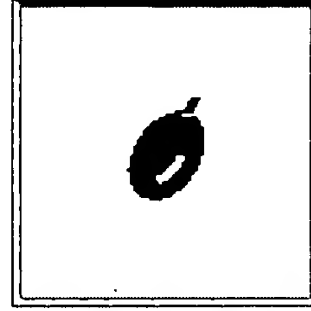
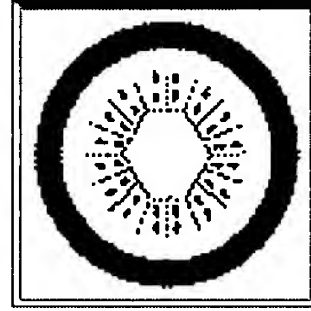
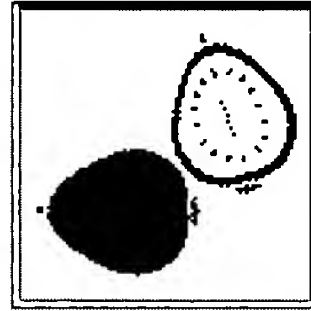
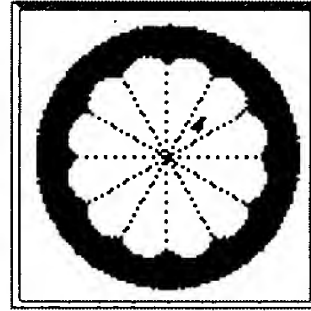
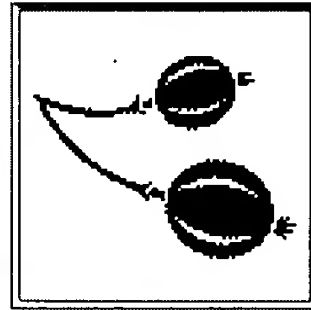
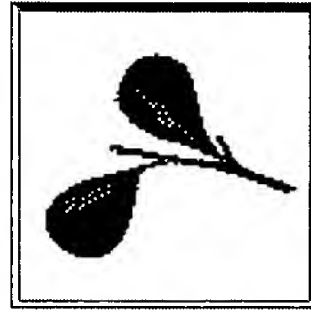
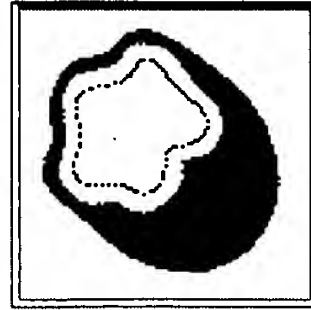
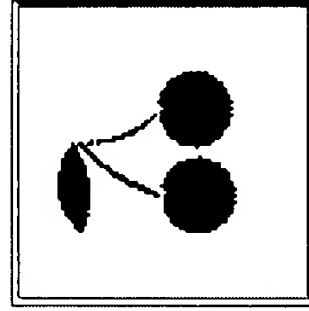
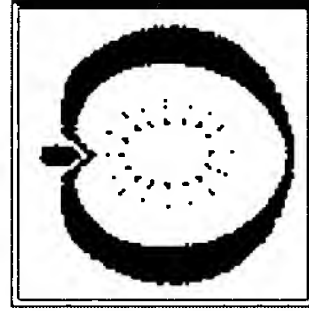
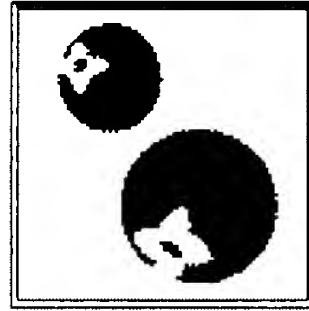
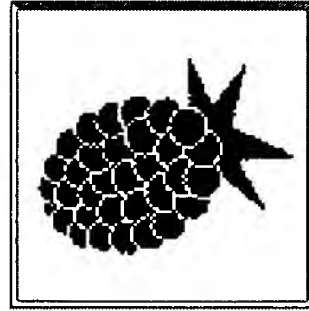
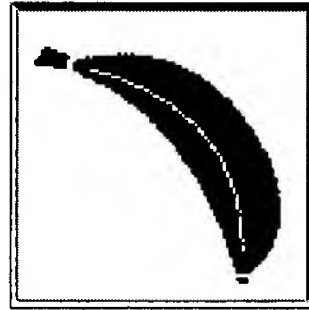
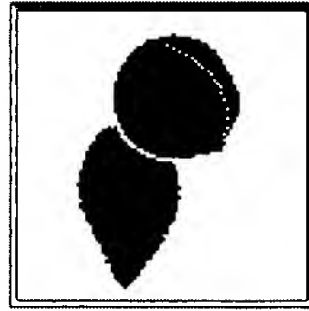
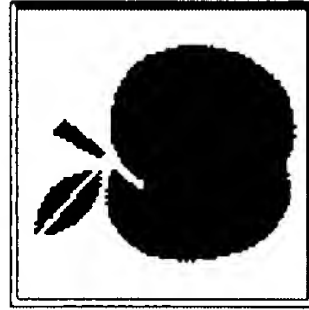
Click desired graphic. To change, select a category:

Fruit

and Press to View

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These graphics are for screen viewing only. The actual graphic that will be printed is a professional, high-quality EPS image.





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Nudge

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Layout

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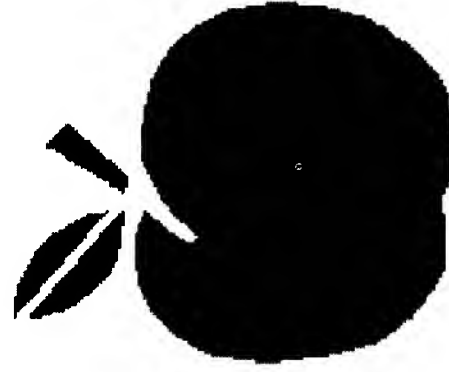
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QTY 500 AND FOR EACH  
QTY 500 AFTER THAT**

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As an alternative to using the pop-up control above, you can click on the desired color below, or [Return To Top](#)

Pink:



Red:



Burgundy:



Brown:



Bright Orange:



Green:



Pine Green:



Teal:



Blue:



Reflex Blue:



Violet:



Gray:



Black:



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Select a font - Netscape

File Edit View Go Communicator Help

*Amaze*

Antiqua 101

Arial

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Bart

Beach

Bernie

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Oak**

Blew

Bookman®

*Boulevard™*

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leo

LISTE

Minion Condensed®

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Misc3:	Cell#4: 650.555.1222
Misc4:	Cell#5: 650.555.1224
Misc5:	Cell#6: 650.555.1226
Misc6:	Cell#7: 650.555.1228
Misc7:	

Add extra field? ☒ No

☐ Yes, as part of the Phone ☒ block

☐ Yes, and place in the center of the design

Add Extra Field Now

What is a block?

Cancel

OK



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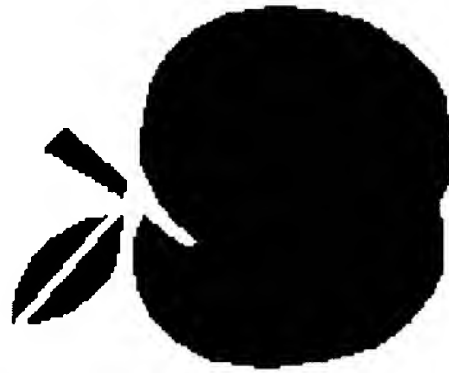
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# **iPrint.com** NUDGE SOMETHING

Cancel

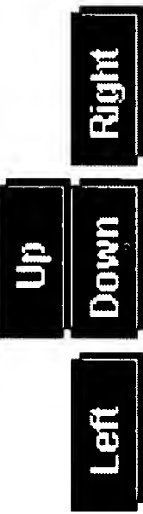
OK

What to Nudge:

Select Distance to Nudge:



Press to Nudge:

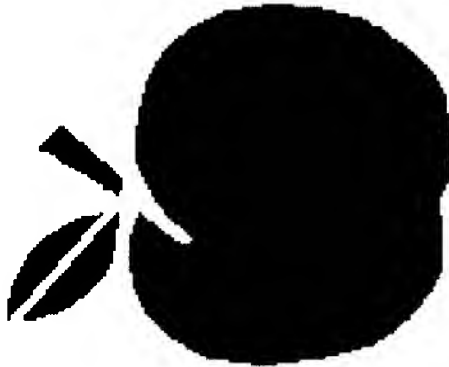


Undo

(Allow a few moments for updating.)



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# NUDGE SOMETHING

Cancel

OK

What to Nudge:

Select Distance to Nudge:

Press to Nudge:

Up

Left

Down

Right

Redo

(Allow a few moments for updating.)



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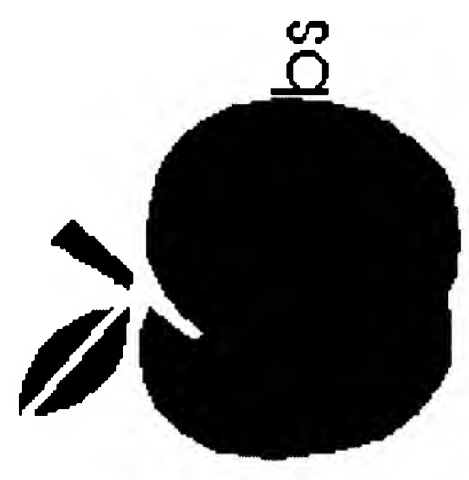
- Changes:
- Text
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Name (18 pt.)

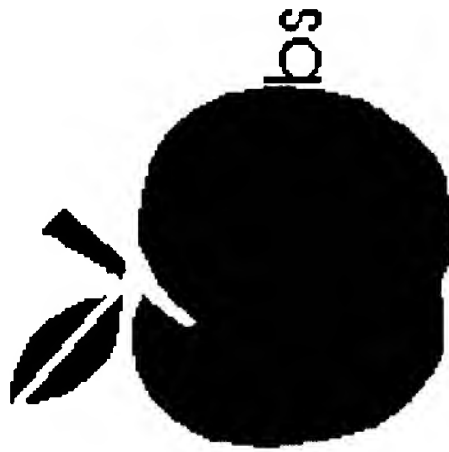


5 point change



## Smaller

Redo



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\* A "point" is a standard typographical measurement and is 1/72".

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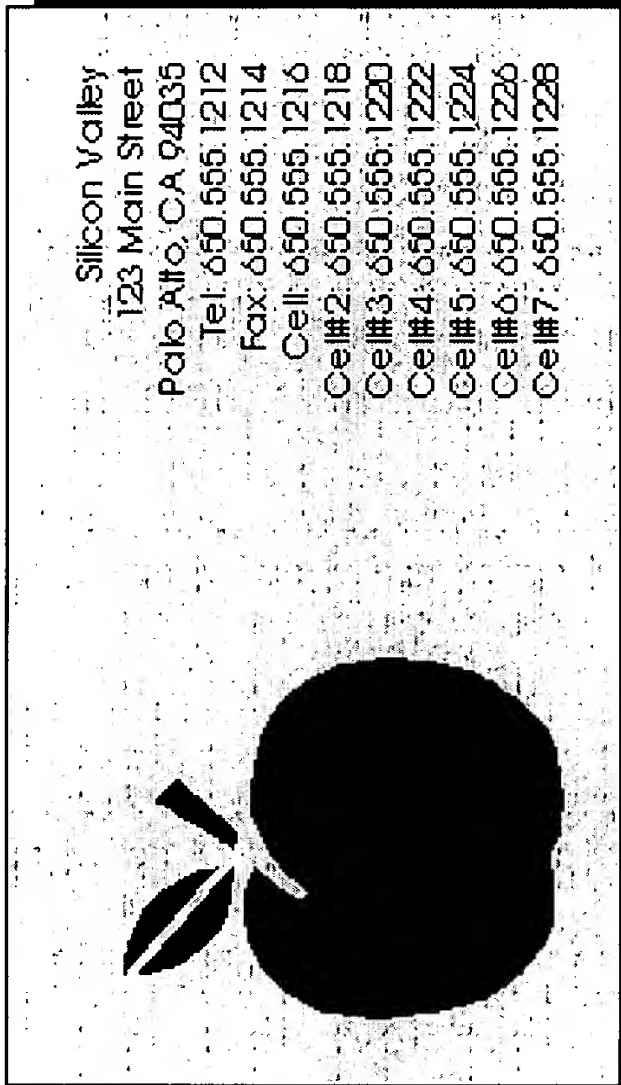
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(Hide Paper improves performance.)

[Hide Paper Background](#)

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DESIGN  
STUDIO



Need Help?

Pricing/Quantity

Go To Shopping Cart

Changes:

Text

Graphics

Colors

Fonts

Size

Move

Nudge

Paper

Pad Size

Layout

Save

Print Proof

Email iNote

(Allow a few moments for updating.)



Steve Jobs

TO KNOW ME IS TO LOVE ME.

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Design Studio - Netscape

File Edit View Go Communicator Help

http://www.iprint.com/



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Document Done





DESIGN  
STUDIO

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Graphics

Colors

Fonts

Size

Move

Nudge

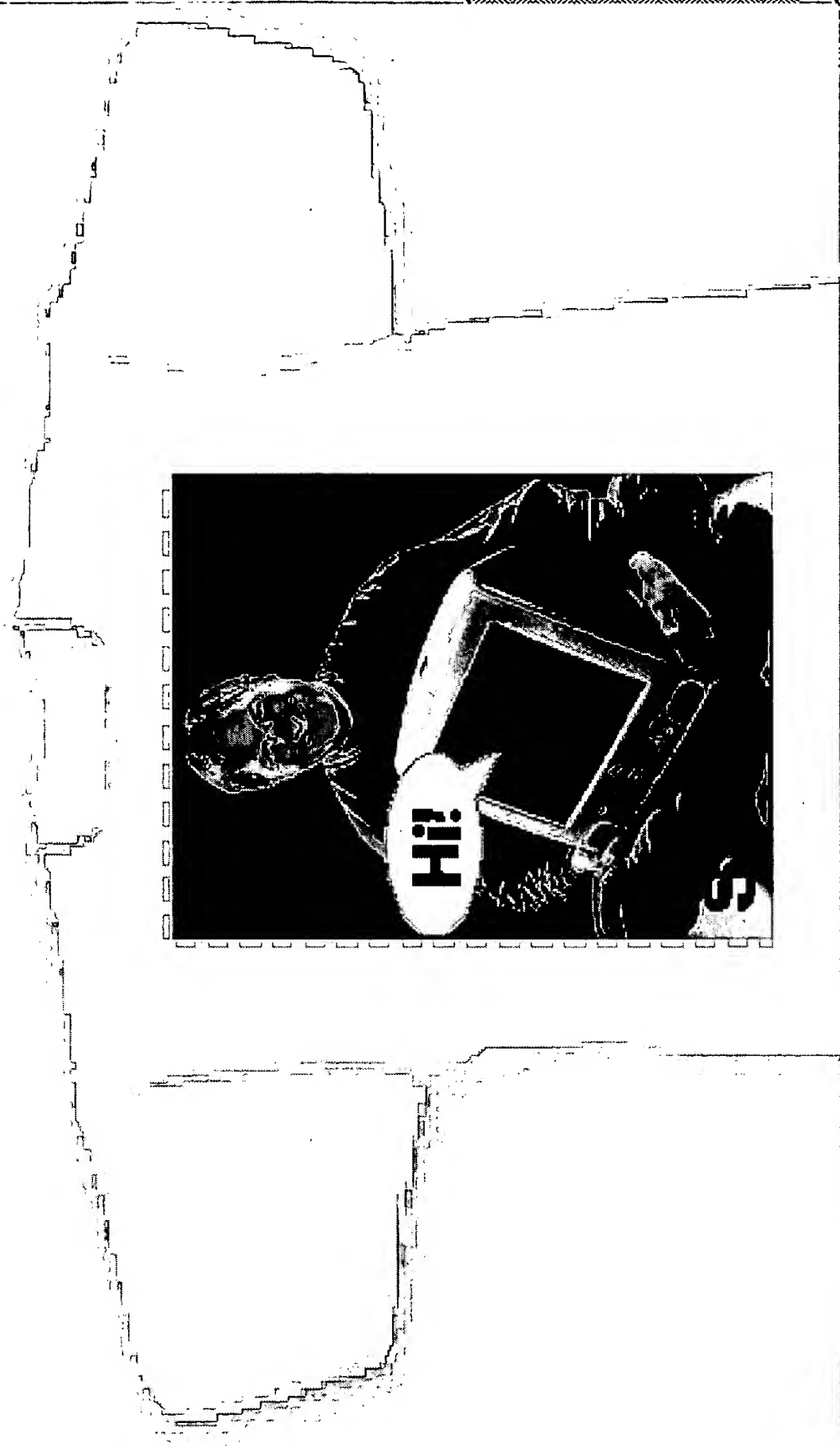
Shirt Material

Layout

Save

Print Proof

(Allow a few moments for updating)





# iPrint.com

The “Amazon.com” of  
the Print Shop world



# iPrint.com

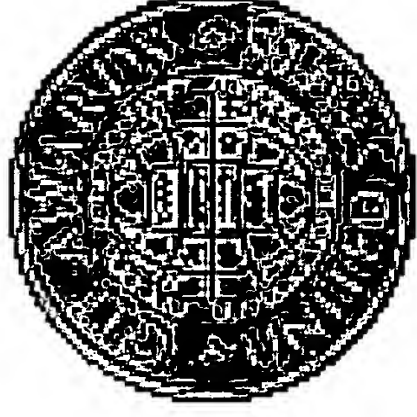
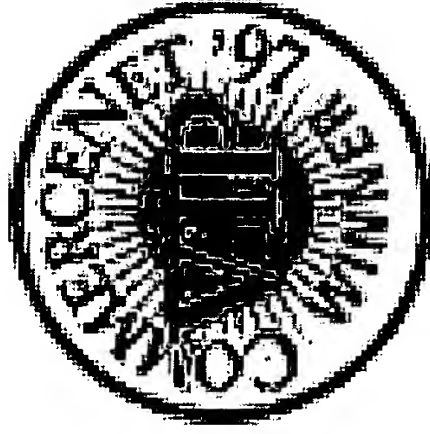
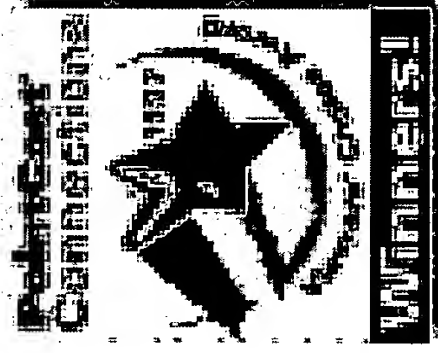
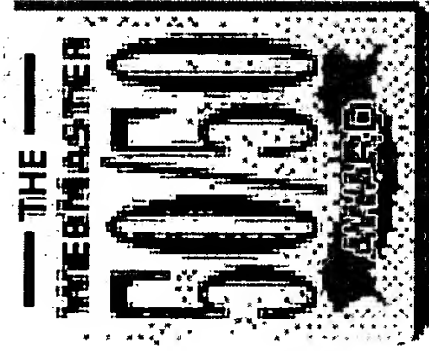
The first end-to-end  
electronic print broker  
on the Internet...  
...connected to the top  
commercial printers who do  
printing & fulfillment





# iPrint.com to date...

- “Live” since 1997
- Most sophisticated *interactive* e-commerce site on web
- Lots of Awards



iPrint.com

The traditional print shop is  
*SCREAMING* to be improved!



iPrint.com is...

## Dramatically Better for Customers ■

- WYSIWYG proof (eliminates guesswork)
- Convenience ■
- Always open (24 hours/365 days a year)
- Wide selection
- Reprint-due-to-Error Rate: ~1% vs. 10-15% ■
- Savings



iPrint.com is...

## Dramatically Better for Partners

- “Self service” is an effective way to reduce costs of “one-sy, two-sy” sales
- Automatically create great customer lists
- Virtually eliminates prepress (!)
- Access to wider sales channel/distribution
- Higher customer satisfaction



iPrint.com

Multiple suppliers means  
consistently outstanding  
wholesale prices



# iPrint.com

Print Shop market segment has  
biggest technological  
barrier-to-entry

- Lowest average order and high volumes
- Everything is just a subset of the “one-sy, two-sy” market



## Favorite Quote...

“iPrint [technology] will likely cause another major shift in how these [printed] products are bought and sold over the next several years.”

– *Hard Copy Supplies Journal*



iPrint, inc. is taking more than  
just a quick print shop approach...



*iPrint, inc. is also attacking...*

- Via distrib/print broker partnerships:

Dedicated Corporate Print Websites

- Via manufacturer/customer aggregators:

Private Labeled Enterprise-wide  
environments





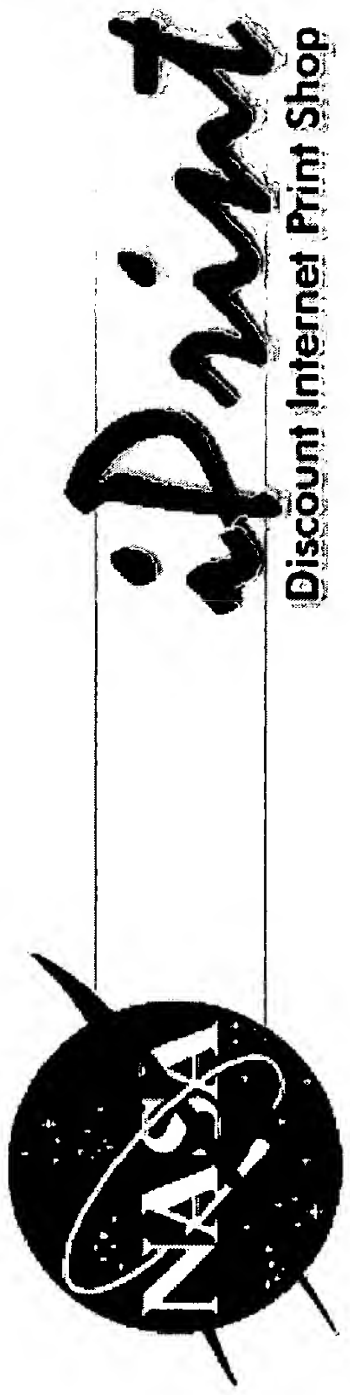
# *iPrint.com to date...*

Over 100 strategic relationships, including:

<i>Corporate Customer</i>	<i>Private Labeled Customer</i>
<b>NASA</b>	<b>OfficeMax</b>
<b>IRS</b>	<b>Sir Speedy</b>
<b>Nationwide</b>	<b>Hallmark</b>
<b>Richardson Electronics</b>	<b>Day-Timers</b>
<i>Etc.</i>	<i>Etc.</i>



Welcome to the...



This is a special version of the iPrint Discount Internet Print Shop  
created exclusively for NASA users. Enjoy your visit!

Press to Enter

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iPrint<sup>®</sup> DESIGN STUDIO



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Text Size Move Nudge Layout

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(Allow a few moments for updating)





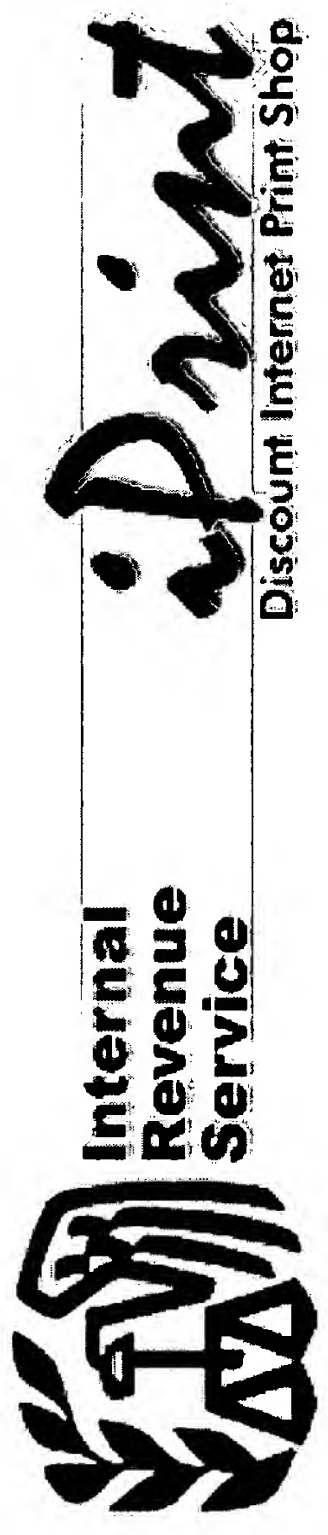
Jane C. Doe  
Assistant Chief  
Flight Human Factors Branch  
(650) 604-3000  
FAX (650) 604-3131  
Mail Stop 262-7  
jdoe@flight.nasa.gov

Ames Research Center  
Moffett Field, CA 94035-1000  
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Press to Enter

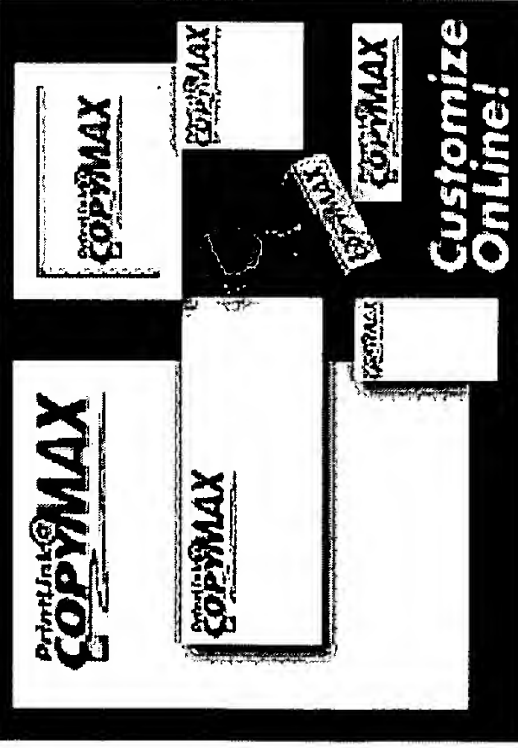
**WARNING**  
If you are not an authorized Internal Revenue Service employee, please exit immediately as your order will not be accepted.

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# PrintLink@ COPYMAX

Where it is easy to create custom printed products  
and have them delivered right to your door!



Includes:

- Business Cards
- Stationery
- Labels
- Stamps
- Announcements
- Invitations
- Bumper Stickers
- Post-it® Notes
- T-shirts
- Mouse Pads

Press to Enter

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Document: Done

Start

MaxTime

C:\My D...

PrintLi...

Microsoft...

NASA.b...

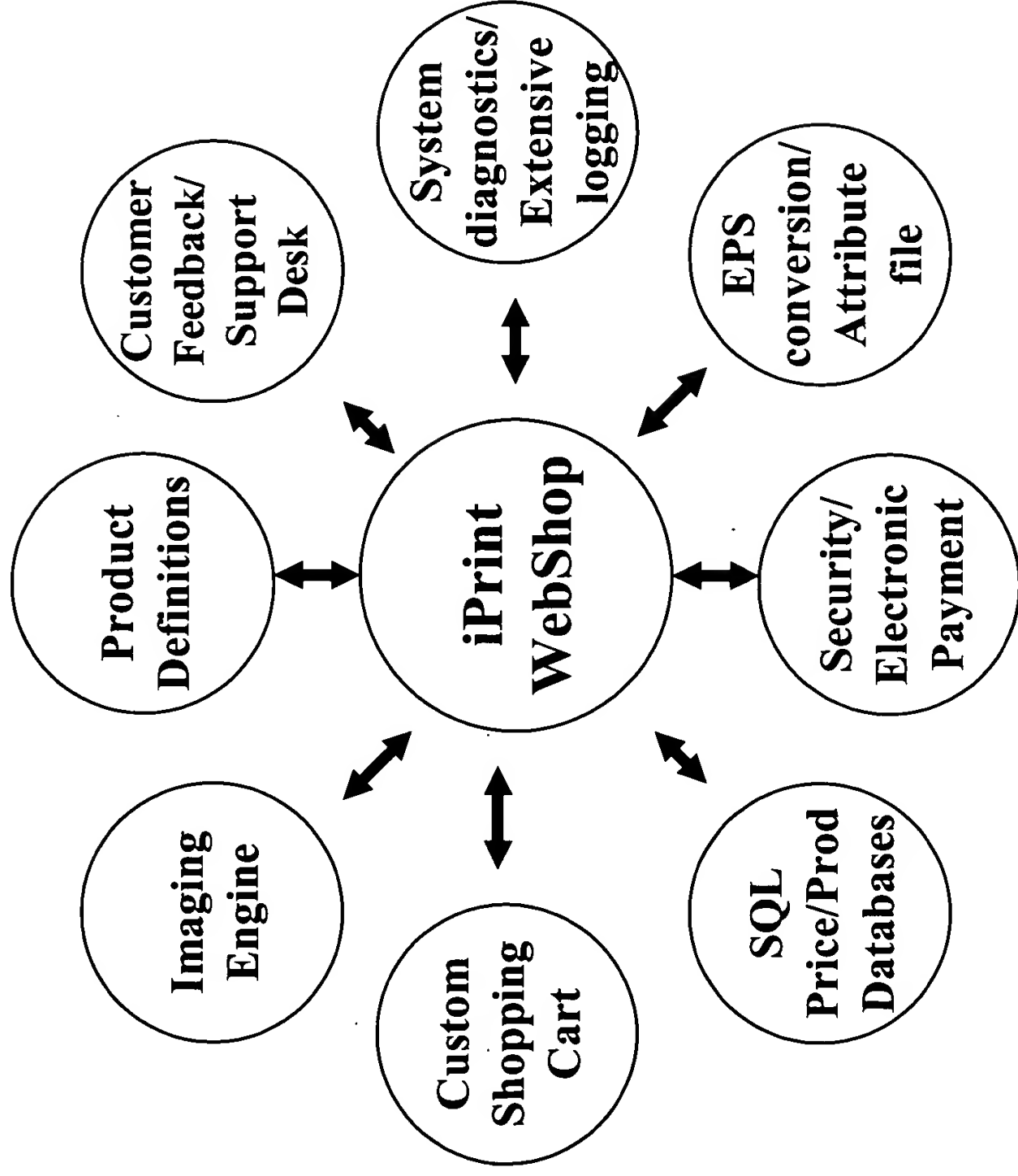
Welcome...

6:14 AM





iPrint.com is the most complete  
online print shop *environment...*



- **Technology**

- **Lead**

- **Marketing**

- **Relationships**

- **Scalable**



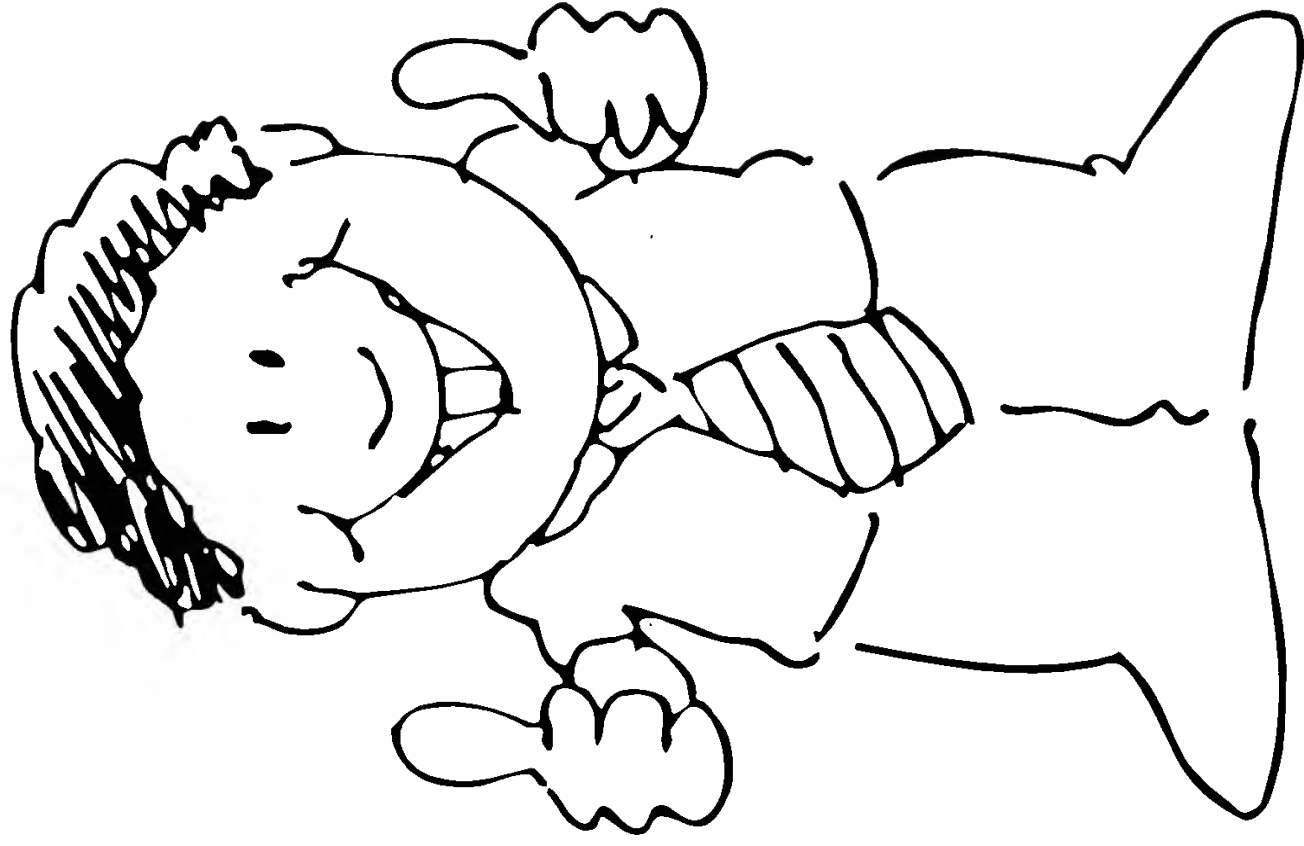
# Summary on iPrint.com...

- Dramatically improves the traditional process
- Strong strategic relationships
- Strong & Market-Proven technology (scalability)
- To consumer... to corporations... to enterprise





[www.iPrint.com](http://www.iPrint.com)



Thank  
you!

